

ABSTRAK

Tujuan suatu perusahaan adalah untuk memperoleh laba yang maksimal, menarik para investor, dan meningkatkan harga saham. Harga saham perusahaan sangat penting, karena mencerminkan kinerja perusahaan yang dapat mempengaruhi persepsi investor terhadap perusahaan

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh *Net Profit Margin* (NPM), *Return On Investment* (ROI), *Earning Per Share* (EPS) terhadap harga saham.

Populasi dalam penelitian ini berupa perusahaan manufaktur sektor makanan dan minuman yang terdaftar di Bursa Efek Indonesia (BEI) periode 2013-2017. Pemilihan sampel dilakukan dengan teknik *purposive sampling* dengan menggunakan kriteria tertentu maka diperoleh sampel sebanyak 11 perusahaan. Metode analisis data yang digunakan adalah analisis regresi linier berganda dengan alat bantu SPSS (*Statistical Product and Service Solutions*) versi 20.

Hasil penelitian menunjukkan bahwa *Net Profit Margin* (NPM) berpengaruh positif dan signifikan terhadap harga saham, *Return On Investment* (ROI) berpengaruh negatif dan tidak signifikan, *Earning Per Share* (EPS) berpengaruh positif dan signifikan terhadap harga saham.

Kata Kunci: *net profit margin, return on investment, earning per share*, harga saham

ABSTRACT

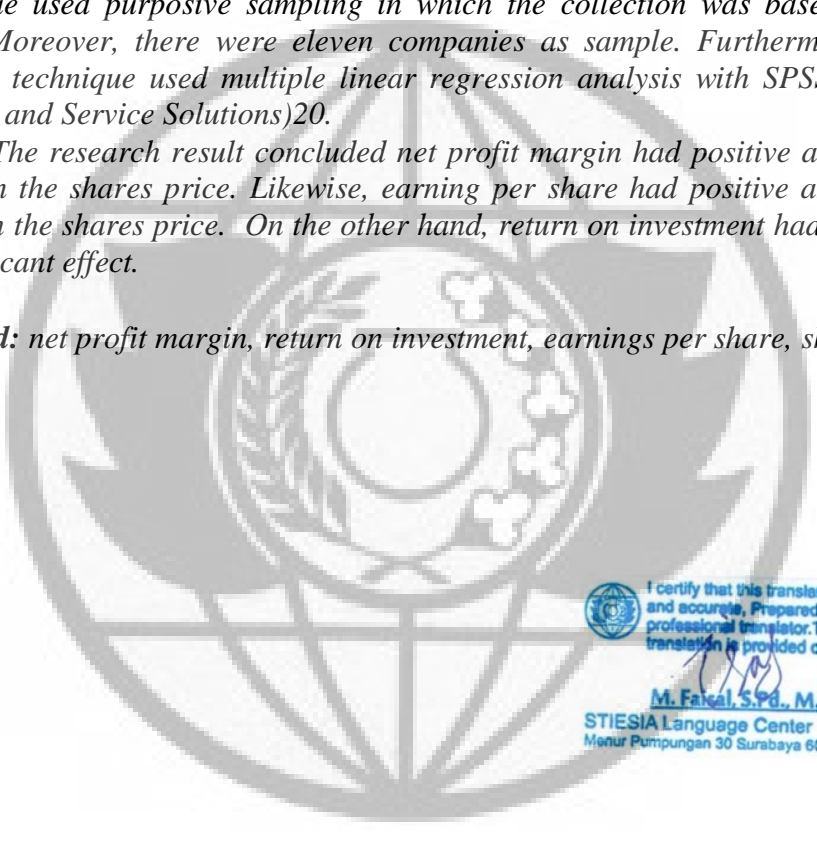
Companies aims are to obtain maximum profits attract investors, and increase sharesprice. At this point, the company's shares price is very important, as it reflects the performance which can affect investors' perceptions of the company.

This research aimed to examine and analyze the effect of net profit margin, return on investment, earnings per share on the share price.

The population was Food and Beverage manufacturing companies which listed on Indonesia Stock Exchange (IDX) 2013-2017. While, the data collelion technique used purposive sampling in which the collection was based on criteria given. Moreover, there were eleven companies as sample. Furthermore, the data analysis technique used multiple linear regression analysis with SPSS (Statistical Product and Service Solutions)20.

The research result concluded net profit margin had positive and significant effect on the shares price. Likewise, earning per share had positive and significant effect on the shares price. On the other hand, return on investment had negative and insignificant effect.

Keyword: *net profit margin, return on investment, earnings per share, share price*



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M. Faisal, S.Pd., M.Pd
STIESIA Language Center
Menur Pumpungan 30 Surabaya 60118, Indonesia